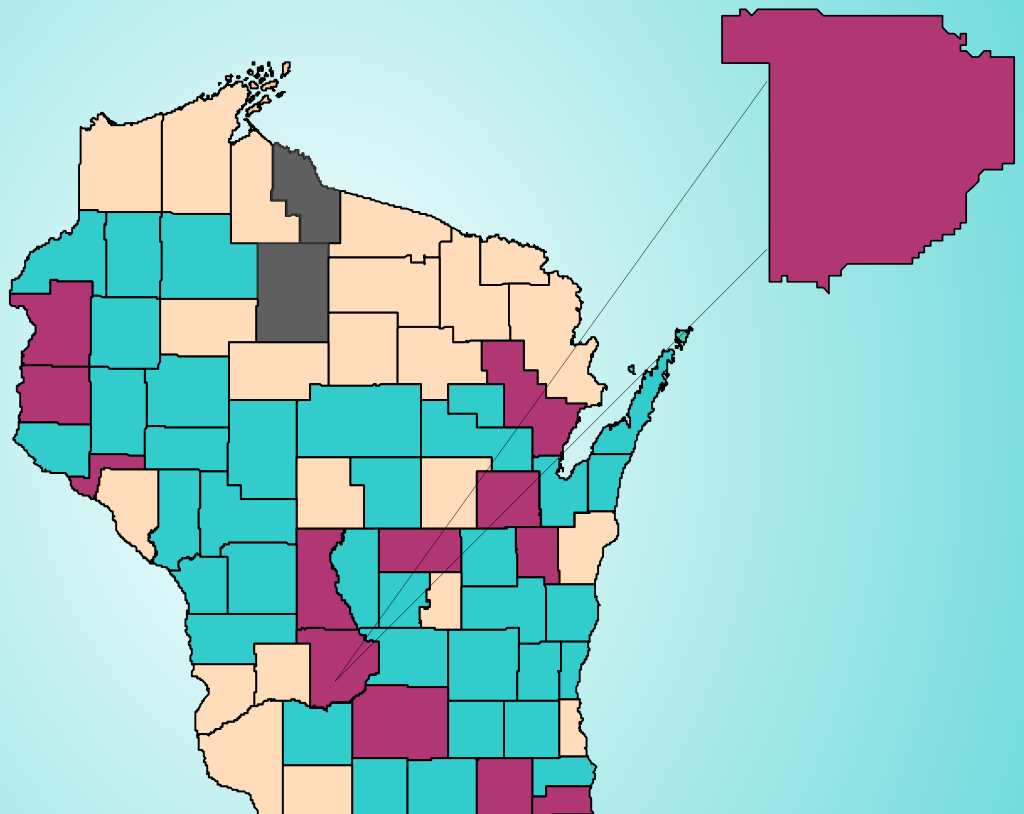


Sauk County Workforce Profile

Projected population growth from 2000 to 2020



Source: Wisconsin Department of Administration, Demographic Services Center.
Statewide population growth is projected to be 13.9 percent from 2000 to 2020.



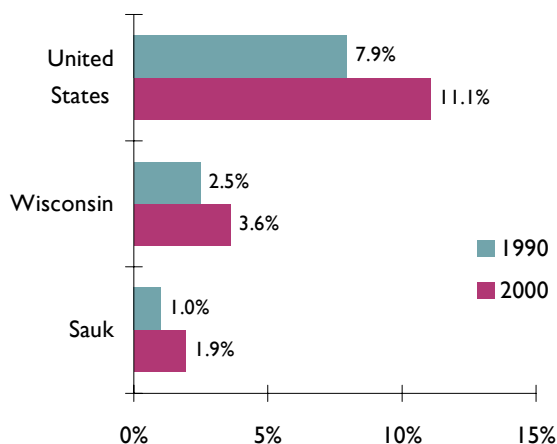
County Population

Population trends affect the supply of workers, the ability to attract employers and the demand for goods and services. Sauk County added about 1,438 people, or 2.6 percent to its population between the April 2000 Census and the January 2002 population estimate. This growth was well above state and national rates. Roughly 53 percent of the growth occurred in the City of Reedsburg, the Village of Lake Delton, the City of Baraboo, and the Town of Dellona.

Approximately three-quarters of Sauk County population growth was due to net migration (people moving in minus people moving out) and about a quarter was due to natural increase (births minus deaths). The graph to the right shows that Sauk's rates of net migration and natural increase were both faster than the same rates for non-metropolitan Wisconsin as a whole. The 2000 Census asked where people had lived in 1995. Roughly following non-metropolitan Wisconsin's trends, about 12.4 percent of Sauk's residents had lived in other Wisconsin counties in 1995, approximately 5.5 percent in another state and 0.6 percent outside the U.S.

The graph below shows how many residents were foreign-born in the 1990 and 2000 censuses. Despite quick acceleration, Sauk County remained well behind the nation and the state. Available data does not suggest dramatic changes in this dynamic in the near to medium term.

Share of Foreign-born Residents

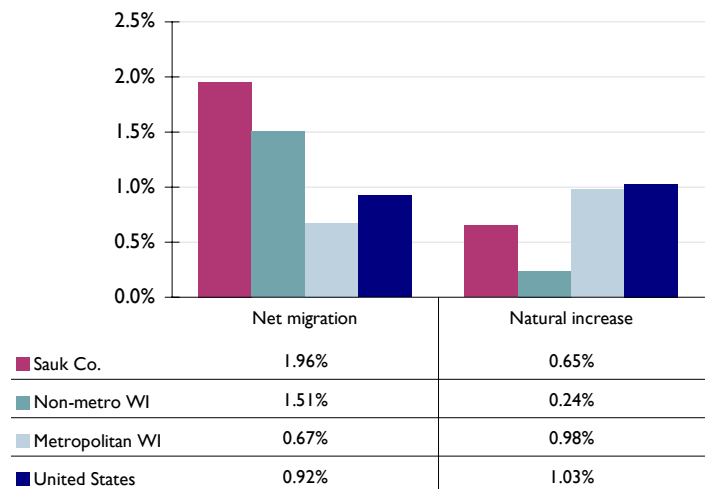


Source: US Dept. of Commerce, Census 2000, Summary file-4, QT-P14

Total Population

	April 2000 Census	January 1, 2002 estimate	Percent change
United States	281,421,906	286,923,000	2.0%
Wisconsin	5,363,701	5,453,896	1.7%
Sauk County	55,225	56,663	2.6%
Largest Municipalities			
Baraboo, City	10,711	10,862	1.4%
Reedsburg, City	7,827	8,124	3.8%
Prairie du Sac, Village	3,231	3,319	2.7%
Sauk City, Village	3,109	3,147	1.2%
Lake Delton, Village	1,982	2,194	10.7%
Delton, Town	2,024	2,106	4.1%
Baraboo, Town	1,828	1,863	1.9%
Spring Green, Town	1,585	1,660	4.7%
Spring Green, Village	1,444	1,446	0.1%
Excelsior, Town	1,410	1,444	2.4%

Net migration and natural increase



Source: Wisconsin DOA, Demographic Services Center & US Census Bureau

The county experienced just 1.6 percent more births between 1992 and 2001 than it had between 1982 and 1991. In 2001, 64 percent of Sauk County's births were to mothers under 30 years old and 89 percent were to mothers under 35. Natural increase (or lack thereof) affects population growth; and age demographics, in turn, have an impact on natural increase. The number of female residents in their 20s and 30s affects future birth rates and population growth rates.

Population projections suggest that, between

Sauk County Workforce Profile

Population Projections by Age Groups in Sauk County

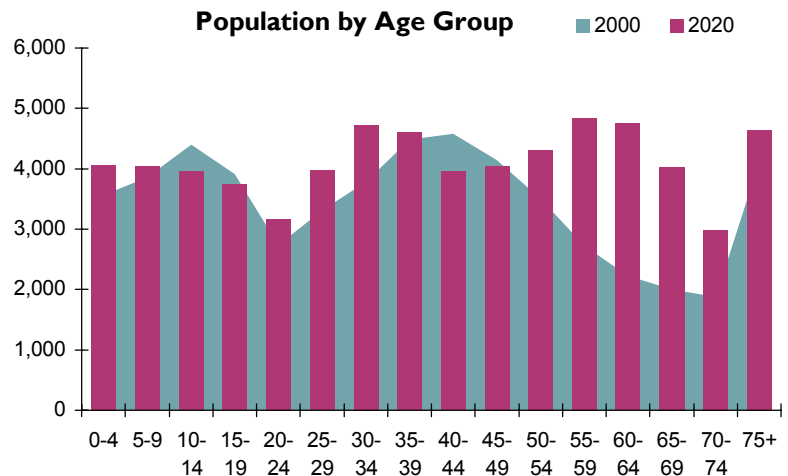
	0-4	5-9	10-14	15-19	20-24	25-29	30-34	35-39	40-44	45-49	50-54	55-59	60-64	65-69	70-74	75+
2000																
Male	1,812	1,970	2,261	2,066	1,393	1,667	1,921	2,215	2,347	2,100	1,775	1,338	1,079	964	837	1,547
Female	1,755	1,886	2,143	1,847	1,345	1,645	1,868	2,265	2,234	2,041	1,725	1,388	1,146	1,044	1,035	2,566
2005																
Male	1,879	1,914	2,065	2,239	1,775	1,641	1,831	2,059	2,305	2,399	2,139	1,776	1,319	1,025	832	1,579
Female	1,803	1,855	1,980	2,031	1,632	1,676	1,814	1,974	2,334	2,295	2,102	1,770	1,386	1,105	967	2,620
2010																
Male	1,934	1,955	1,978	2,034	1,912	2,075	1,803	1,965	2,142	2,355	2,446	2,138	1,753	1,257	886	1,597
Female	1,854	1,879	1,920	1,864	1,782	1,991	1,849	1,917	2,032	2,397	2,360	2,152	1,767	1,334	1,023	2,579
2015																
Male	2,030	1,977	2,003	1,931	1,720	2,236	2,243	1,920	2,030	2,174	2,385	2,429	2,096	1,665	1,082	1,653
Female	1,949	1,898	1,929	1,790	1,619	2,165	2,152	1,938	1,960	2,074	2,446	2,395	2,132	1,689	1,227	2,583
2020																
Male	2,073	2,058	2,018	1,947	1,624	2,003	2,402	2,367	1,976	2,055	2,198	2,364	2,378	1,989	1,433	1,864
Female	1,987	1,979	1,940	1,791	1,548	1,969	2,326	2,237	1,975	1,996	2,114	2,478	2,366	2,034	1,553	2,779

Source: Wisconsin Dept. of Administration, Demographic Services, October 2003

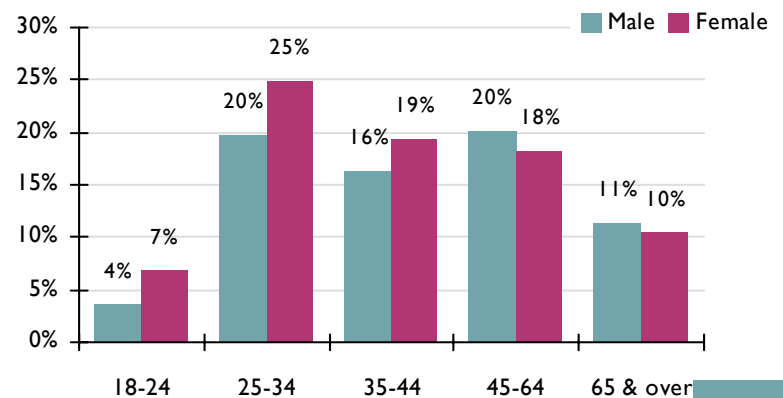
2000 and 2020, Sauk County will grow by something like 10,596 people or 19 percent. As baby-boomers age, 3 cohorts (55- to 59-year-olds, 60- to 64-year-olds and 65- to 69-year-olds) will each grow roughly 2,015 to 2,519 people, or somewhere around 75 percent to 115 percent. Meanwhile, the 35- to 49-year-olds will shrink about 596 people or 4.5 percent and the 10- to 14-year-olds will shrink by about 446 people or 7.5 percent.

An interesting pattern emerges when looking at the 2,143 females aged 10 to 14 in 2000. By 2010, their numbers drop to 1,782 females aged 20 to 24, but by 2020, the group surges to 2,326 females aged 30 to 34. On average, non-metropolitan Wisconsin loses a smaller share of its females in those age groups in 2010, but does not regain them by 2020. Strikingly, Sauk County ends up with more than it started out with.

The departure of females aged 20 to 24 is often attributed to shifting education patterns. Advanced education (a bachelor's degree or more) used to be more common among males than females, but recent decades have reversed that trend. (See graph to right.) Neither the university campus in Baraboo nor the technical college in Reedsburg, awards bachelor's degrees, but each belongs to a system that awards more degrees to females than to males.



Percent of age group with at least a Bachelor's degree in Sauk County



Source: US Dept. of Commerce, Census 2000, Summary file 4, QT-P20

Labor Force Characteristics

The labor force participation rate (LFPR) is the proportion of the eligible population that either works or looks for work. The top right graph shows that labor force participation rates peak around 35 to 54 years old. Some members of younger cohorts occupy themselves with education and parenting. Slowly at age 55, and more quickly at age 62, labor force participation rates fall as older workers leave the labor force.

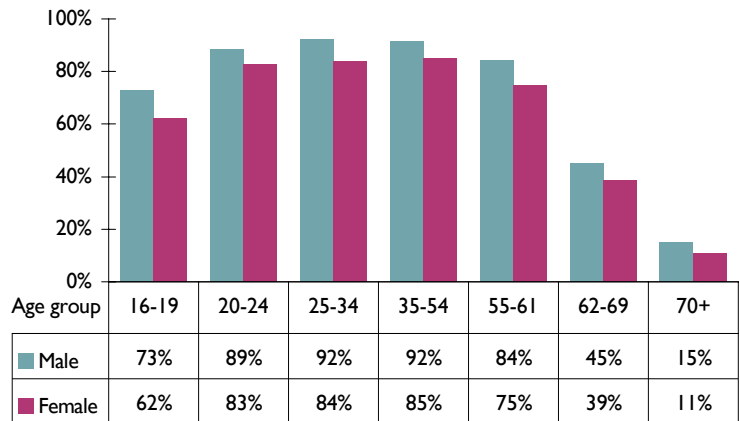
Population trends seen on page 2 cast a different light on labor force participation trends shown in the upper right graph. Large numbers of people will move from the three cohorts between 35 to 49 years old (where LFPR is high) into the cohorts between 55 and 69 (where LFPR is lower). This will pull down the county's overall LFPR.

In recent years, Wisconsin's LFPR has been among the 5 highest in the nation, and Sauk County's has been considerably higher. (See graph to right.) This is largely a function of baby-boomers being in age groups where LFPR typically peaks. Indeed, the graph to the lower right suggests that the high labor force participation rates of those aged 35 to 44 will not compensate for their declining numbers, while the increase of those aged 55 to 64 will be so great as to overcome their low LFPR and increase their absolute numbers in the labor force.

In decades past, employers relied on dramatic increases in female LFPR to replace workers leaving the labor force and to keep up with job growth. Today, sharp increases in female labor force participation rates are unlikely, particularly among younger cohorts (see upper right chart). Together, these trends may prompt employers to ask where replacement workers will come from.

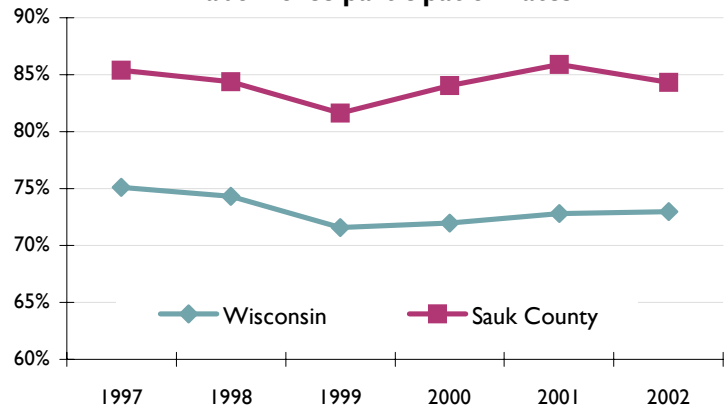
Among baby-boomers, some who remain in the labor force longer may find employers modifying compensation and workplace policies to keep them on board. As other baby boomers begin to leave the labor force, they will eventually increase demand for certain types of labor (such as health care and home-related services). Because younger workers often fill these jobs and because the overall labor force will not grow as quickly as it used to, employers may step up recruitment of younger workers.

Sauk Labor Force Participation by Age & Sex in 2000



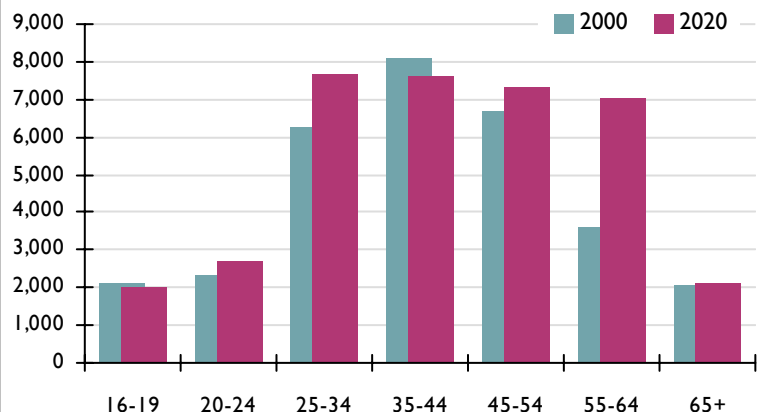
Source: US Dept. of Commerce, Census 2000, Summary file 4, PCT-79

Labor force participation rates



Source: WI DWD, Office of Economic Advisors, 2003

Labor Force by Age in 2000 & 2020 in Sauk County

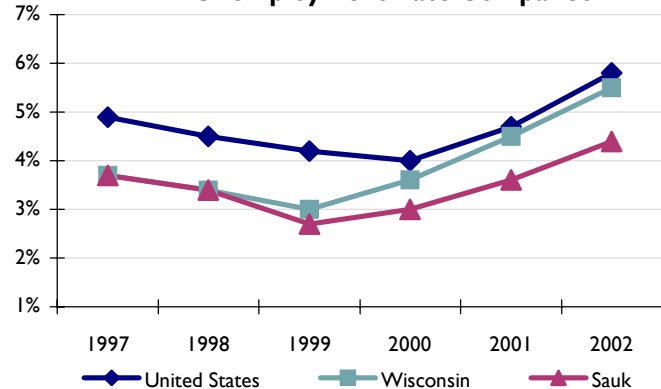


Source: DWD, Office of Economic Advisors, US Census, SF-4 (PCT-79), WI Demographic Services

Sauk County Workforce Profile

Over the course of 2002, an average of roughly 36,369 residents participated in Sauk County's labor force: about 34,772 were employed and approximately 1,597, or 4.4 percent were unemployed. Local unemployment rates were rather low by state and national standards. Nonetheless, rates in 2002 and 2003 reflect considerable increases from the heydays of the late 1990s and early 2000. While still well below rates seen during the difficulties of the early 1990s, they are not terribly encouraging in that they have not shown clear signs of sustained abatement at the time of this writing.

Unemployment Rate Comparison



Sauk County Civilian Labor Force Data

	1997	1998	1999	2000	2001	2002
Labor Force	33,494	33,683	33,658	35,455	36,776	36,369
Employed	32,240	32,543	32,739	34,391	35,460	34,772
Unemployed	1,254	1,140	919	1,064	1,316	1,597
Unemployment Rate	3.7%	3.4%	2.7%	3.0%	3.6%	4.4%

Source: WI DWD, Bureau of Workforce Information, LAUS program, 2003

Occupations in demand

Sauk County is part of Wisconsin's south central region. In its upper portion, the table to the right lists those occupations projected to experience the fastest proportional growth between 2000 and 2010. An occupation starting with few jobs doesn't need to add many to grow quickly. Altogether, the fastest-growing occupations accounted for 1.4 percent of the region's jobs in 2000 and are expected to account for 2.0 percent of the region's jobs in 2010, so it is not an exhaustive list of opportunities. The list does not support the notion that most jobs require a bachelor's degree.

In its lower portion, the table lists those occupations projected to generate the most openings between 2000 and 2010. The less training a job requires, the less likely an employer is to invest in retention incentives (such as wage or benefit increases). Nursing requires more training than the other occupations generating the most openings. Challenging work schedules and conditions contribute to turnover, yet nursing programs have long waiting lists. As many nurses and nursing instructors approach retirement, aging baby-boomers will increase demand.

South Central Region Occupation Projections: 2010

	Top Ten Occupations	Education & Training Typically Required*	Average Wage**
Fastest Growth	Computer Soft Engrs Sysms Soft	Bachelor's degree	\$30.38
	Computer Support Specialists	Associate degree	\$20.03
	Computer Software Engrs Apps	Bachelor's degree	\$30.31
	Desktop Publishers	Postsecondary voc. trng	\$14.98
	Network Sysms/Data Comm Anal	Bachelor's degree	\$24.96
	Network/Computer Systems Admin	Bachelor's degree	\$25.79
	Medical Assts	1-12 mo. on-the-job	\$12.75
	Medical Records/Health Info Techs	Associate degree	\$13.33
	Fitness Trainers/Aerobics Instruct	Postsecondary voc. trng	\$11.63
	Database Administrators	Bachelor's degree	\$25.64
Most Openings	Comb Food Prep/Serv Wrk/Incl Fast	1-month or less training	\$8.57
	Retail Salespersons	1-month or less training	\$10.09
	Cashiers	1-month or less training	\$7.81
	Waiters/Waitresses	1-month or less training	\$6.87
	Registered Nurses	Bachelor's degree	\$22.76
	Office Clerks/General	1-month or less training	\$11.78
	Labrs/Frght/Stock/Matrl Movers/Hand	1-month or less training	\$10.87
	Customer Service Reps	1-12 mo. on-the-job	\$13.90
	Janitors/Cleanrs Ex Maids/Hskpng	1-month or less training	\$9.84
	Stock Clerks/Order Fillers	1-month or less training	\$10.40

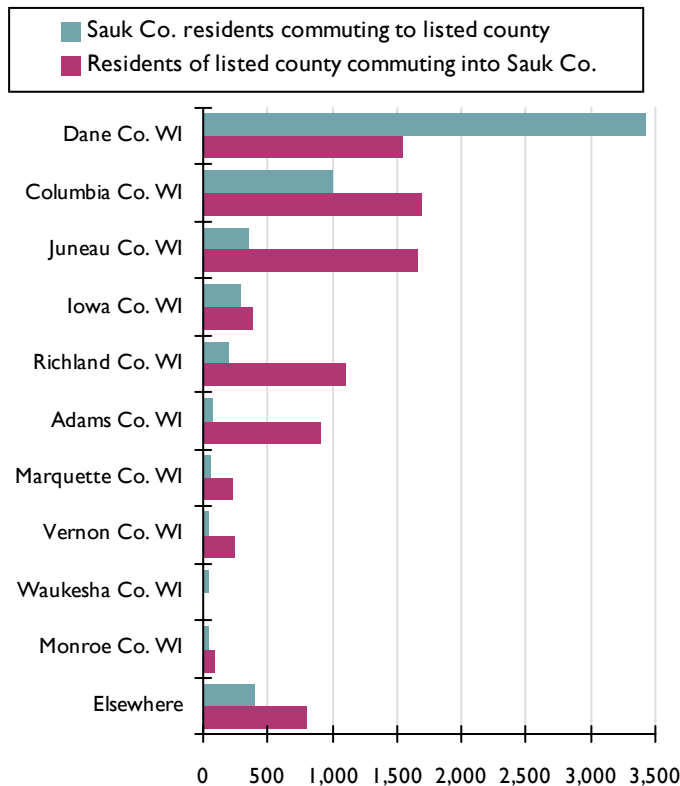
* The most common way to enter the occupation, not the only way

** Wages from Occupation Employment Statistics survey responses for region, 2001
South Central WDA includes Columbia, Dane, Dodge, Jefferson, Marquette and Sauk counties.

Source: WI DWD, Bureau of Workforce Information, 2002

County Commuting Patterns

In April 2003, the Census Bureau released county-to-county worker flow files, also known as county commuting patterns. In all, the Census reported approximately 5,973 Sauk County residents working outside the county (about 21% of working residents by their count). At the same time, roughly 8,681 residents of other counties commuted in (about 28% of people filling Sauk County jobs, by their count).



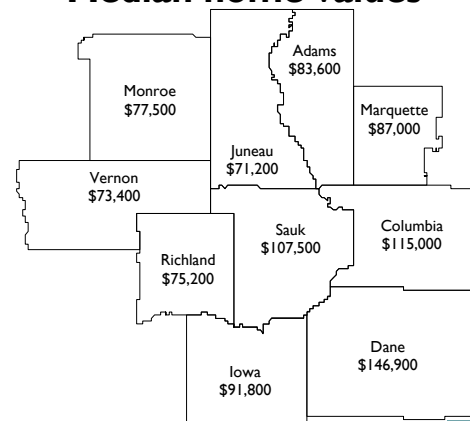
Reasons for commuting vary greatly, but relevant factors can include geography, employment conditions, wage structure, and housing costs. Geographically, municipalities close to borders include Baraboo, Prairie du Sac, Sauk City, Lake Delton and La Valle. Wisconsin Dells straddles the borders with Adams and Columbia counties. Crossing a county line doesn't always mean a long commute. The Census reported that about 63 percent of Sauk County residents commuted less than 20 minutes and about 78 percent commuted less than 30 minutes.

Dane County offers a larger pool of jobs, a lower unemployment rate, higher wages, and a higher concentration of professional jobs. Sauk County's average 2002 unemployment rate was roughly 4.4 percent, while some nearby counties averaged 5.9 percent (Columbia) to 7.8 percent (Juneau). Industry-specific conditions also affect commuting patterns. Compared to several commuting counterparts, Sauk enjoyed a slightly higher concentration of jobs in professional & business services and slightly higher wages in financial activities and professional & business services. The concentration of low-wage leisure & hospitality jobs could encourage some workers to commute out.

The map below suggests that housing dollars may go further in Sauk than in Dane, and may go further still in other nearby counties. In-migration accounts for three-quarters of population growth, and at least some of it is probably people who work in Dane County but find the amenities and housing costs of Sauk County more attractive.

	Sauk Co. residents commuting to listed county	Residents of listed county commuting into Sauk Co.	Net gain or loss of workers
Dane Co. WI	3,428	1,547	-1,881
Columbia Co. WI	1,013	1,692	679
Juneau Co. WI	355	1,657	1,302
Iowa Co. WI	298	387	89
Richland Co. WI	205	1,095	890
Adams Co. WI	77	917	840
Marquette Co. WI	57	237	180
Vernon Co. WI	50	250	200
Waukesha Co. WI	46	14	-32
Monroe Co. WI	43	87	44
Elsewhere	401	798	397

Median home values



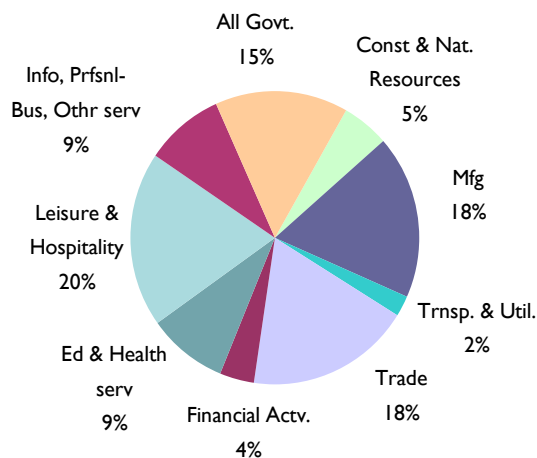
Source: US Dept. of Commerce, Census 2000, County-to-county worker-flow files

Census 2000, Summary File 3, QT-H14

Industry Employment - Introducing NAICS (North American Industry Classification System)

From the 1930s to 2002, some version of the Standard Industrial Classification (SIC) system has defined categories for employment-by-industry estimates. Beginning in 2003, the North American Industry Classification System (NAICS) replaces SIC. The table below lists each system's major categories. A quick glance shows that NAICS offers categories for which data was previously unavailable (like leisure & hospitality or education & health services) and that NAICS offers less detail elsewhere (retail & wholesale trade collapse into one category for non-metropolitan areas.)

Sauk County Industry Distribution: 2002



The table below hides one wrinkle that may be the most important aspect of SIC-to-NAICS conversion. **Even if a category carries an identical title, like “manufacturing”, its definition changed, so meaningful comparisons of SIC data to NAICS data are very limited.** The SIC definition of manufacturing included establishments that now reside in the services category. Elements of printing are now in information services; some establishments providing professional, technical, administrative or support services may have moved from manufacturing into services. These are just a few examples of changes that limit detailed, direct comparisons of historical SIC data to current NAICS data. (Also, NAICS data was revised with newly available information, while SIC was not, due to its discontinuation.)

Under SIC, restaurants and bars were under retail trade, while NAICS puts them in the newly-created leisure & hospitality sector. Other establishments in the leisure & hospitality sector (such as hotels and lodging facilities) came from the services sector of SIC. There is no accurate or reliable way to compare old trade or services numbers to the new ones.

This page groups public schools, colleges and universities with government employment, while other pages include them with education & health services employment. Throughout this profile, “government” includes employees of sovereign nations (tribes).

2002 Industry Employment in Sauk County: A comparison of two classification systems

NAICS Super-sectors	Employment	Distribution	SIC Industry Divisions	Distribution
Construction, natural resources & mining	1,921	5%	Construction & Mining	5%
Manufacturing	6,567	18%	Manufacturing	19%
Transportation, warehousing & utilities	808	2%	Transportation, utilities & communication	3%
Trade (wholesale & retail)	6,619	18%	Wholesale trade	5%
			Retail trade	21%
Financial activities	1,355	4%	Finance, insurance & real estate	3%
Information, professional & business services, other services	3,258	9%	Services & misc (incl. agr, forestry, fishing)	29%
Education and health services	3,236	9%	Government	14%
Leisure & hospitality	7,077	20%		
Government	5,409	15%		

Source: WI DWD, Bureau of Workforce Information, Current Employment Statistics Program, March 2003

Sauk County Workforce Profile

Listed in the table in the middle of the page, the ten largest employers in Sauk County accounted for roughly 23 percent of the county's jobs. Employers' figures vary from month to month and seasonality varies significantly from employer to employer. For these and other reasons, specific ranks are not necessarily consistent or telling. Due to data collection issues, this profile uses a source for this list that is

not necessarily compatible with the source of the largest industry groups.

Listed in the top table, the ten largest industry groups provided approximately 43 percent of the county's total reported jobs. This list suggests an increase in the relative importance of tourism and related activities such as shopping and dining, even though its figures omit a major tourism employer.

Top 10 Industry Groups in Sauk County

Industry Group	March 2003		Numeric change 2002 - 2003
	Employers	Employees	
Food Services and Drinking Places	139	2,748	170
Accommodation	50	2,448	365
Educational Services	14	1,934	-7
Nonstore Retailers	*	*	*
Plastics & Rubber Products Manufacturing	9	1,315	34
Hospitals	*	*	*
Fabricated Metal Product Manufacturing	20	1,153	40
Executive, Legislative, & Gen Government	39	1,130	-30
Ambulatory Health Care Services	61	1,057	-21
General Merchandise Stores	11	944	133

*data suppressed to maintain confidentiality

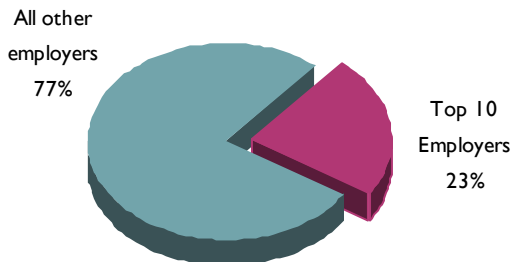
Top 10 Employers in Sauk County

Company	Product or Service	Size
Ho-Chunk Casino, Hotel & Convention Center	Gaming, hotel, convention center	1000 +
Lands' End	Clothing/distribution & telemarketing	1000 +
Wilderness Lodge	Hotel/resort	500-999
Grede Foundries, Inc.	Ductile iron castings	500-999
Flambeau Plastic Co.	Plastics	500-999
Sauk County	Government	500-999
Sysco Food Services of Baraboo	Wholesale food distribution	500-999
Kalahari Resort & Convention Center	Hotel/resort/convention center	500-999
Perry Judd's, Inc.	Commercial printing	500-999
Baraboo School System	Education	500-999

Share of jobs with top 10 industries



Share of jobs with top 10 employers



Source: WI DWD, Bureau of Workforce Information, ES-202 special report, First quarter, 2003 and Sauk Co. Development Corp.

Sauk County Workforce Profile

Overall, Sauk County's employers reported paying wages about one-fifth below the all-industries average for Wisconsin, and results varied widely by industry. In 2002, manufacturing employment fell, while the average wage per manufacturing worker rose. If manufacturers laid off lower-paid workers more frequently than higher-paid, this could raise average wage per worker without any worker's pay rising. Still, manufacturing contributes more to the county's wage base than any other industry. Leisure & hospitality wages (\$13,260)

were 12 percent above Wisconsin's average leisure & hospitality wages (\$11,837), and just over half the all-industries average wage for the county (\$26,067). Seasonal and part-time schedules limit wages and wage growth in this sector. Nonetheless, it employed more workers (6,626) than any other sector in the county.

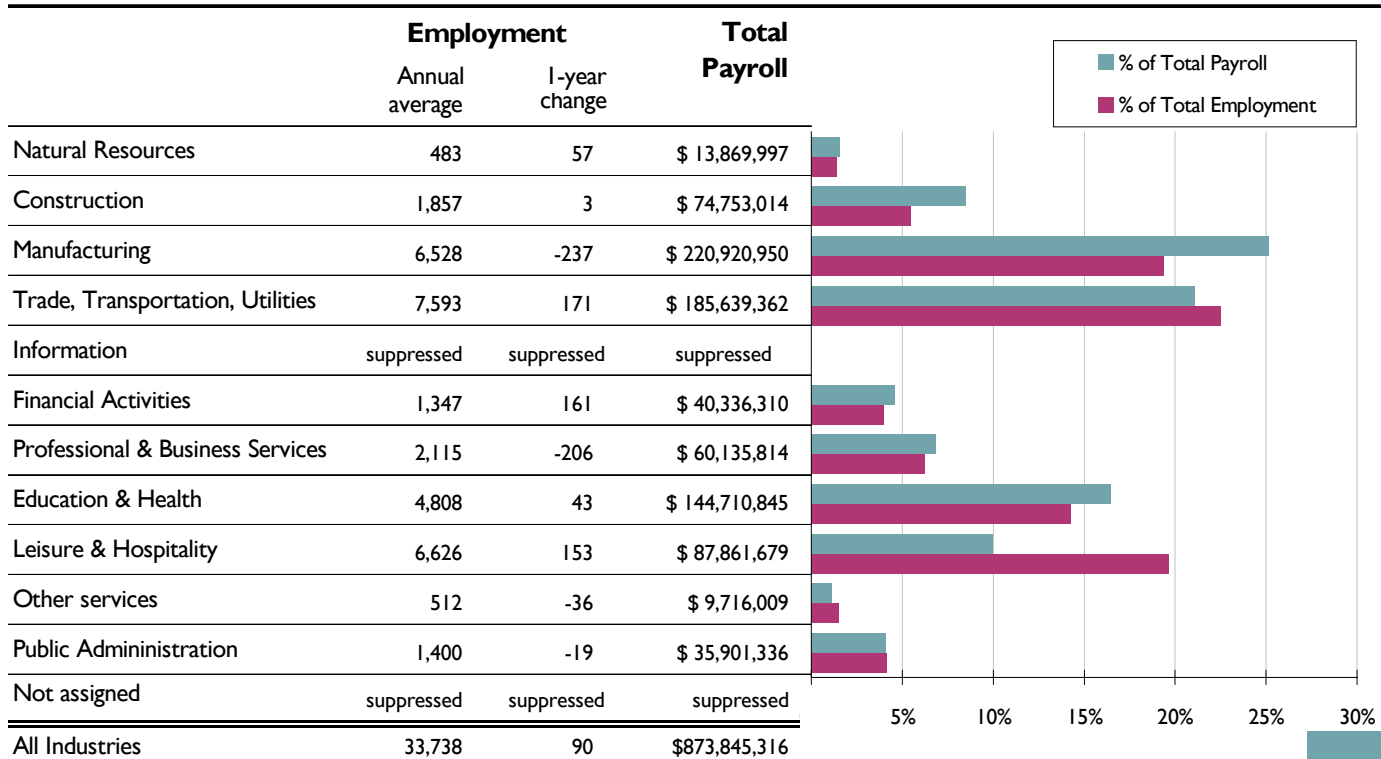
Average Annual Wage by Industry Division in 2002

	Average Annual Wage		Percent of	1-year
	Wisconsin	Sauk County	Wisconsin	% change
All Industries	\$ 32,422	\$ 26,067	80%	3.4%
Natural resources	\$ 25,481	\$ 28,716	113%	-5.2%
Construction	\$ 39,649	\$ 40,255	102%	1.0%
Manufacturing	\$ 40,584	\$ 33,842	83%	4.7%
Trade, Transportation, Utilities	\$ 28,422	\$ 24,449	86%	4.2%
Information	\$ 38,871	suppressed	suppressed	suppressed
Financial activities	\$ 40,337	\$ 29,945	74%	4.6%
Professional & Business Services	\$ 36,324	\$ 28,433	78%	7.6%
Education & Health	\$ 33,768	\$ 30,098	89%	2.1%
Leisure & Hospitality	\$ 11,837	\$ 13,260	112%	3.3%
Other services	\$ 19,500	\$ 18,977	97%	7.3%
Public Administration	\$ 33,769	\$ 25,644	76%	6.2%

Source: WI DWD, Bureau of Workforce Information, Covered Employment & Wages, August 2003

The trade, transportation and utilities sector includes high-wage utilities jobs (\$51,356), but 70 percent of the sector's jobs were in retail trade, where the average wage is closer to \$18,340. In 2002, retail added jobs while the sector's other segments shed jobs, so the retail segment increased its dominance.

2002 Employment and Wage Distribution by Industry in Sauk County



Source: WI DWD, Bureau of Workforce Information, Covered Employment and Wages, August 2003

Per Capita Personal Income

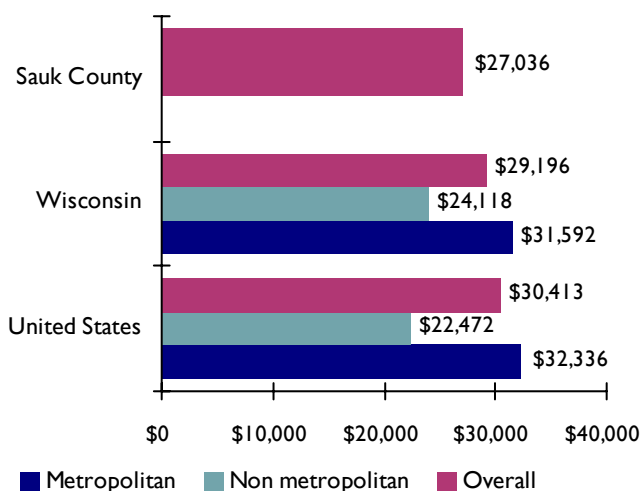
In 2001, Sauk County's per capita personal income (PCPI) of \$27,036 was well above non-metropolitan Wisconsin's PCPI (\$24,118) and the national non-metropolitan PCPI (\$22,472). Between 1996 and 2001, Sauk County's PCPI went from being 7 percent above non-metropolitan Wisconsin PCPI to being 12 percent above it. Furthermore, county PCPI went from being 12 percent over non-metropolitan U.S. PCPI to being 20 percent over. Each year except 1997, Sauk PCPI growth has exceeded both state and national non-metro growth.

Growth in PCPI relates to demographic shifts (see pages 2 and 3). As a greater share of the population enters retirement, more residents rely on transfer payments (such as Social Security) and fewer have net earnings (typically associated with employment). Transfer payments grow much more slowly than net earnings. Households with substantial investment income (dividends, interest or rent, including retirement or pension plans) are more likely to consider warmer climates for retirement, so PCPI growth may slow considerably.

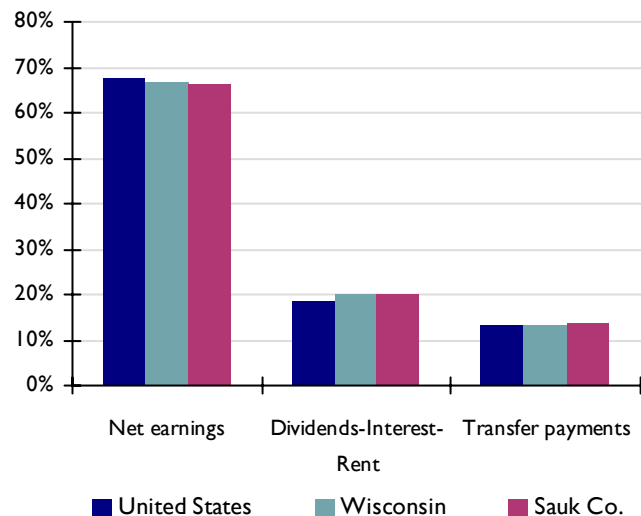
Per Capita Personal Income

	1996	1997	1998	1999	2000	2001	Percent Change	
							1 year	5 year
United States	\$24,270	\$25,412	\$26,893	\$27,880	\$29,760	\$30,413	2.2%	25.3%
Wisconsin	\$23,301	\$24,481	\$26,004	\$26,926	\$28,389	\$29,196	2.8%	25.3%
Sauk County	\$21,248	\$21,775	\$23,696	\$24,599	\$25,994	\$27,036	4.0%	27.2%

2001 PCPI



Components of Total Personal Income: 2001



Source: US Dept. of Commerce, Bureau of Economic Analysis, State & Local Personal Income, May 2003, CAI-3, CA05

WWW addresses of source data

Wisconsin population estimates and projections:

<http://www.doa.state.wi.us/dir/index.asp>

Education levels of population, labor force participation rates, commuting patterns:

<http://www.census.gov/main/www/cen2000.html>

Labor force estimates (employed and unemployed), industry employment, average annual wages:

<http://www.dwd.state.wi.us/lmi/>

Occupations in-demand:

http://www.dwd.state.wi.us/lmi/wda_map.htm

Per Capita Personal Income:

<http://www.bea.gov/bea/regional/reis>

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